

# Grading Option Proposed

MADISON, Wis. — (I.P.) — Faculty members are being asked for their reactions to proposals to revise the ABCDF grading system and to eliminate the traditional grade point average as a measure of a student's academic success on the University of Wisconsin-Madison campus.

These recommendations are among changes suggested by the Ad Hoc Committee on the Grading System in its final report, released recently to the faculty. The recommendations from the committee's two-year study will be considered by the Faculty Senate at its March meeting.

Instead of the current ABCDF grading system, the committee is proposing an ABC-N — S-N parallel grading option. Under the proposed system, the grades of D and F would be replaced with the symbol N, standing for "no credit."

This means that all courses counted for credit would be at least at the C level and only those courses completed successfully would be recorded on a student's public transcript.

The proposed ABC-N system breaks down as follows: AA, brilliant performance; A, excellent mastery and mature understanding of the subject; AB, intermediate between A and B; B, good mastery of the subject; BC, intermediate between B and C; C, adequate mastery of the subject; and N, no credit.

In addition, a parallel S-N (S-Satisfactory) scale would be available for grading certain courses that fall outside the scope of the usual system, either because of the subject matter or the organization of the course.

Examples would be a team research project or freshman forum. The grade of S would encompass the same passing levels as the regular ABC-N system.

In proposing that the general grade point average no longer be computed as a measure of a student's academic work, the committee stressed the University has a responsibility to treat students as "complex individuals with multidimensional skills and interests."

Other suggestions contained in the report include:

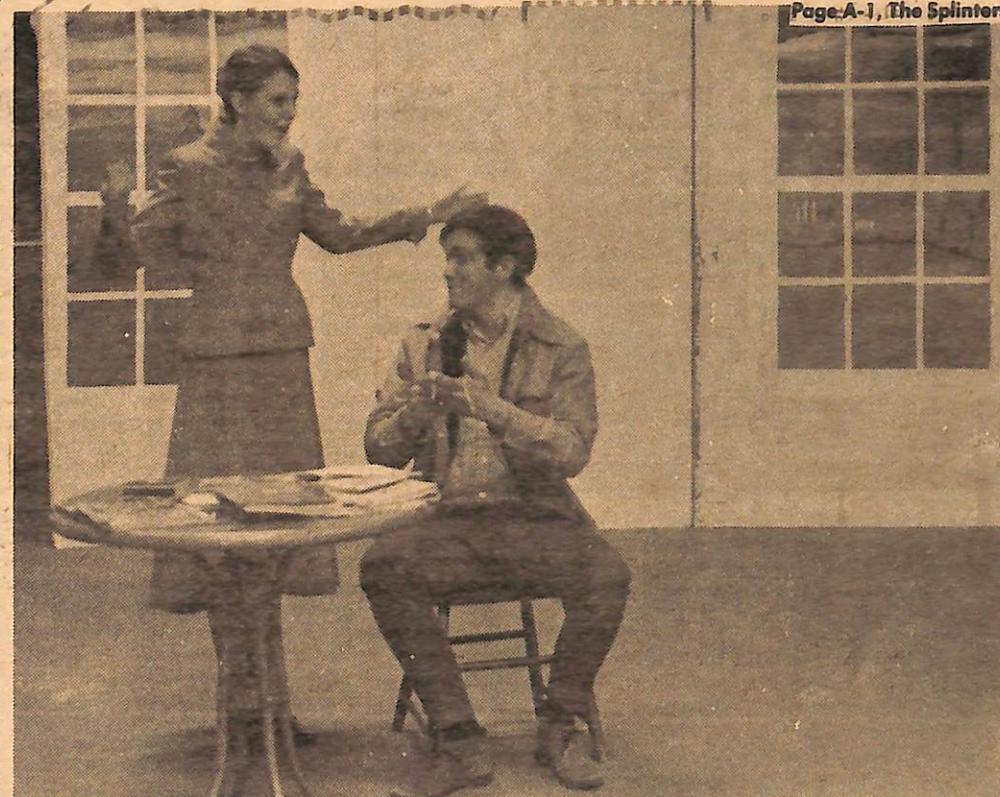
—replacing the use of the grade point average as a measure of progress toward a degree by the requirement that a student complete at least 24 credits for each academic year of residence. In the new system, all students in good standing will have at least a C average.

—listing on the public transcript only those courses successfully completed, making the transcript a positive record of a student's knowledge and achievements.

—encouragement of the continuation of the pass-fail student option now available in certain courses, independent of the existence of a S-N grading system.

—creation of a Committee on Undergraduate Education to encourage and support innovative teaching at the University.

The report stressed that grading should be a means of communication between faculty and students and cautioned, "it is inappropriate to build solutions solely on the immediate pangs of student discontent."



## Lamp Shines Tomorrow Night

Sharmon Grady goes through her lines in The Red Lamp with an understudy last Tuesday night. A performance was held

last night in the library, with another to be held tomorrow night. Admission is fifty cents.

## Entry Time for Court

Umpqua Valley Round-Up Association is accepting application for the 1971 Umpqua Valley Round-Up Court.

The Association urges all

eligible girls from Douglas County to enter the competition for this high honor for girls in rodeo.

The Queen and her court will have a full schedule of County appearances at a wide variety of events plus a few trips outside the County, etc.

In addition to the usual advantages and rewards of being on the court, the Umpqua Valley Round-Up has inaugurated a scholarship program for the court. The Queen will receive a \$300 scholarship to be used at the college of her choice. The runner-up will receive a \$200 scholarship and the 2nd princess will receive a \$100 scholarship.

UCC students interested in applying can pick up applications in the Student Information Center in the Science Building and from the receptionist in the Administration Building.

## UCC Bus to Run

Spring term will mark the start of an experimental bus service for UCC. The bus will make two round trips a day to Roseburg. It will stop between 7 and 8 a.m. and 11 and 12 noon at Payless, A&W Drive-IN, Montgomery Wards, Southgate Shopping Center, Mark's Shopping Center, and Garden Valley Shopping Center and return from UCC at 5 p.m.

The cost is tentatively set at 50c a day with weekly and monthly rates available. A substitute driver will be needed, but each applicant must have a chauffeur's license.

The private organization sponsoring this service has hopes that it will provide transportation for those without it. If, however, the project fails in the first month, it will not get another chance.

## Grading System Remains

A student-faculty open hearing was held on Tuesday, Feb. 23, at 12 noon in room 10 of the Science Building to discuss an experimental grading policy that had been proposed by the Academic Standards Committee for use during the 1971-72 academic year. This meeting was anything but a howling success since the students stayed away in droves. The only ones in attendance were Jim Babe, who had been appointed to represent the Student Council, and one other student who opposed the change.

James West, Dean of Student Activities, had suggested a Student Option that would have allowed the student, during the 30 days after the end of the quarter before the transcripts are printed, to request that any course taken during that quarter, not be entered in his official transcript.

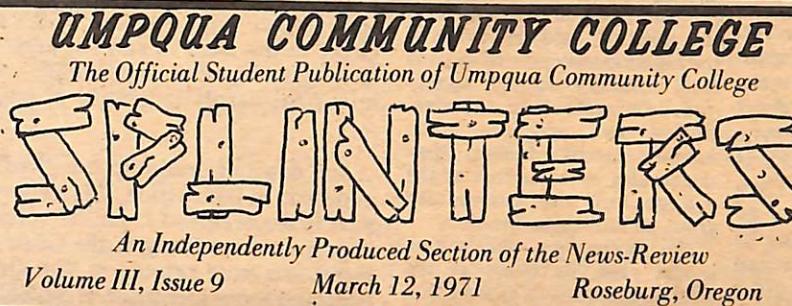
The recommendation of the committee, at the conclusion of the meeting, was that the present grading system remain in effect. The basis for their recommendation was that the students had failed to show any interest in the proposed plan.

## Dr. Banks to Speak Here

Dr. Murray Banks, clinical psychologist, will speak at the UCC Library March 19 at 8 p.m. on the topic "What to do Until the Psychiatrist Comes."

Dr. Banks, "a psychologist with a sense of humor," has been acclaimed as "one of the most sought after speakers in America today, is amusing, exciting, always thought provoking, and never fails to leave his audience happier and more inspired."

Formerly visiting Professor of Psychology at Fairleigh Dickinson University, he was



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## Grant Given to UCC

Umpqua Community College has recently received additional funds to support instruction in Law Enforcement. Through the assistance of the Area 6 Law Enforcement Planning Agency, which serves Douglas County, application was made twice to the Oregon office of Law Enforcement Planning.

The first grant of \$5,837, applied toward the instructor's salary, was to assist in hiring of a full-time instructor. Mr. Donald E. Campbell, from San Jose, was hired approximately one week after school started last fall. He has nearly completed his Masters Degree requirements, as well as having nine years' work experience in various assignments.

The second grant of \$4,200 was received to be used for tuition for employed peace officers in the college district. The additional training they receive will benefit the students as well as upgrade law enforcement in general.

Much credit for obtaining these grants should be given to Mr. Ed Barrett who is the coordinator for the Area 6 Law Enforcement Planning Agency, and who has contributed many hours in assisting the college program.

## Used Books

The following books can be returned to the Umpqua Community College bookstore and sold back at the listed prices:	
Modern English Handbook	\$3.25
Calculus, Part I (10 copies)	\$4.75
Healthier Living	\$4.95
Plane Trigonometry (20 copies)	\$3.75
Essentials of Mathematics	\$5.45
College Accounting	\$5.00
Typing	\$3.45



## Movie Tonight

"The Americanization of Emily" a movie, stars Julie Andrews, James Garner, and Marvin Douglas. The movie will be shown at Umpqua Community College library at 8 p.m. this Friday, March 23, 1971. The film is presented by the Community Service Program Committee and is open to the public with no admission charge.

James Garner portrays a Lt. Commander who enjoys his non-combat duties as aide to Admiral Melvin Douglas, and is completely unscrupulous in keeping his boss well-supplied with scarce commodities through his adept wheeling and dealing. The over-pressured admiral suffers a temporary derangement and insists on carrying out a plan that will put self-avowed coward Garner on Omaha Beach. Through a fluke, he becomes a "dead" hero and sardonic twists follow one another. The film debunks the heroism and nobility of war—sometimes through comedy, sometimes through cynical philosophy.

## Sawdust . . .

After watching with interest for many weeks, I have noted that the budget for Umpqua is now completed. After looking at what they have completed and comparing that with other community colleges operating costs, I am prepared to offer my approval for this budget. Extravagance is not one of the strong points in this budget (I say this from experience, in that my own budget for the newspaper was cut by \$2,300.)

The major reason for the increase in this year's budget comes from an increase in size both in enrollment and in the physical size of the campus. Again the administration is planning for a record enrollment this coming fall. Among the preparations for these additional students are the hiring of additional instructors and staff. Next year UCC will have three additional buildings on campus; the gymnasium, the auditorium, and a

student center. To take care of these buildings, additional staff has to be hired and additional money must be provided for the utilities on these buildings.

Yes, UCC is growing, and the people of Douglas County should be glad that it is. For unlike the state institutions they support with their tax dollars, this campus is for the community. Most of the curriculum reflects this. The activities planned here, not only take into consideration what the students want, but also what would interest the community. For example, there is currently a community service program whose primary purpose is to provide programs for the community. The visit by Dr. Murray Banks next Friday is a prime example of this.

So I ask your support next month when you go to vote on next year's budget. Remember, it's your campus.

R. N.

### . . . and more Sawdust

him from attempting to do away with the man-made clouds over the sun. (You see, the more examples of pollution he can find, the more people there are that jump on the ecology wagon.)

"Purcival," I said, "I have a problem. I can't seem to get discouraged. How do I go about obtaining this rare commodity?"

"Ah," he said, "In the first place it isn't rare. Secondly, it is contagious so you shouldn't have any problem finding it. You should look for someone with a turned-down mouth. Then you engage him in conversation. Let him do the talking and don't try to cheer him up. Soon you will discover that he is selling discouragement. In fact it is one of the few things that is still free. Then you just repeat his words. Perhaps they go something like this: 'I can't do anything to help us out of this mess, so I'll just sit and brood about it.' After you've done that a few times you have the so-called 'rare commodity.' Since you are a generous person, you will spread it everywhere you go. This is very easy because it is a contagious disease and no one goes into isolation when they catch it. 'Soon everyone will catch it.'"

"Yes, but Purcival . . ." I began.

"Don't interrupt," he interrupted. "There's nothing you can do about it. After all, you are only one person, so sit back turn your mouth upside-down and be discouraged. Remember, above all, that you are a salesman for discouragement and that there is nothing you can do about it."

So I sat back, and turned my mouth upside-down. He's right, I thought, there isn't anything I can do about anything and it certainly isn't any work to be discouraged.

B. H.

When one considers that the proposed combined tax for the 1971-72 academic year at Umpqua, which in the final analysis will be less than it was two years ago, for the 1969-70 academic year, and considers the inflationary spiral that has raised the cost of college finance all across the board, plus, the increased enrollment, the taxpayer is receiving a tremendous value for his tax dollar spent here at Umpqua Community College.

It is as simple as this; the college must have the money on which to operate and the community must have the college. And with the taxpayers dollars, and the Administration's economy of operation, we will survive.

John Hall



AND I THOUGHT I COULDN'T  
FLUNK OUT OF U.C.C.

## Platform

### WE MUST SURVIVE—

In the Feb. 8, 1971, issue of the Eugene Register-Guard, there appeared an article titled, "Survival depends on understanding by taxpayers and solons." This was one of a series of articles, written by Lloyd Paseman, concerning Oregon's State System of Higher Education, and the seriousness of its financial situation. It pointed out that in order for the state system to survive, the state legislators and senators must pass the bill appropriating the money for the proposed budget, the Governor must sign the bill, and the taxpayers must bear the small burden this bill would impose upon them.

We at Umpqua Community College are directly concerned with this appropriation, and urge the taxpayers in this area to consider the values received in return for their money when evaluating this budget bill; the value of having their young students at home during their first two years at college, compared to the cost of maintaining them away from home; there are 450 of these transfer students presently enrolled here; the value of producing skilled laborers through the college's vocational training program, 600 of these students are enrolled; and the value of the added money poured into the local economy through faculty and administrative salaries, student aid, and the many supplies purchased here. They should also consider that as the college and the community grow, so will these benefits.

The taxpayers and solons should also be aware of the tremendous amount of work that goes into the making up of a budget, and the amount of checking it receives, once it is made up. Everything is deleted that can be; a fact that is contrary to the belief of the taxpayer. The department heads who originally make up the budget, as well as all other interested parties up to the college president, are as concerned with getting a budget that is acceptable to the taxpayers, as are the taxpayers in getting a budget they can accept.

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John Hall

## Across Rivers

by Mike Thibault

forever the world feels disdain for the pessimist. So instead of saying, "I told you so," I'll just settle back and present several different views on "How to cancel finals week and displease the entire educational community." A more appropriate title for the situation could have been "The Inevitable Loser."

First of all, a look at the source might be in order. UCC's hierarchy immediately came under fire when this change was announced. Was it for this decision itself? Hardly. It seems the decision was a hesitant one and as such caught almost everyone off balance. Teachers felt neglected simply because in the two weeks prior to the decree they had been in the process of reorganizing their schedules and making up for lost time. At the time of the announcement the situation had mostly been remedied — but then, two weeks too late, came the ill-fated notice of regular class during finals week. Which brings us to the students — the prime interest of UCC.

The bedlam involved could only throw doubt onto the possibility of a maximum educational effort. What previously would have been two hour finals were now 50 minute finals. What had been a well-balanced attempt to ascertain what had been learned was now, at best, a few spot checks. What happens to the student who needs a big effort in the final to raise grades to a satisfactory level? Quite possibly that opportunity will be camouflaged in a mini-final hardly indicative of any noticeable effort.

And now in fairness to the "bad guys," UCC's president and Dean of Instruction, this writer would like to refer to his first letter received from the community — notably from Superintendent Dady of the Glide School District. In it he inserted a note printed in The Oregonian, written by the Portland Superintendent of Schools with a losing dilemma of his own. A dilemma of being chastised one day for calling school because of snow too slowly, and then the following day of paying the price of criticism for calling school the night before, due to a 6 inch snow forecast which never materialized.

President Jacoby and Dean Chrisman were in somewhat the same dilemma. If they cancelled finals or didn't cancel finals, hesitated or didn't hesitate, public judgment would still be such that they couldn't escape. It must be an eerie feeling knowing that if one side doesn't blast you the other will have you in its sights.

In closing, my personal thought might be a three headed coin. One representing our administrators; one our educators; and the other, UCC students. But then, who knows, the coin would probably end up in a heating vent.

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# It's harder to say goodbye

Editors Note: This article was printed in the Portland Community College Bridge, Jan. 28, 1971.

ficult topic to make any positive statements except in generalities.

Drugs are easily accessible in many forms and they can affect every person in many different ways.

I can write of my own experiences and briefly explain how I feel about drug use. I am an ex-narcotic a former user of heroin, morphine, cocaine, and methadine. I honestly believe that any class "A" narcotic can be of little value to anyone. Users are lost, sick people and seldom live for anything except the next fix. I know enough about it to say that it doesn't take long to get stung.

And believe me, it's harder to say goodbye to "Mr. Jones" and more unpleasant than saying hello. I mean physical reactions along with psychological changes that often cause mental disturbances.

It's living a dead life. I learned from my experiences that being an addict couldn't quite make my bag. Fortunately I've helped myself out, as I helped myself in, before becoming a chronic addict. Some of my friends haven't been so fortunate and live agonizing lives of chronic addiction interrupted by terms in prison, mental hospitals, dope farms, and all too often die from overdose.

If you've never used hard dope I would say you're not missing much. You can bring yourself to

living hell all too easy. I am one of the lucky ones. I knew what I was getting into and have been well educated and familiarized with the whole scene.

For other drugs, such as grass, pills, or psychedelics, they too can be harmful. I believe that many drugs in this category are severely abused.

An alcoholic misuses alcohol and suffers. If you're a gambling man then the odds aren't so good no matter how you look at it, but if you gamble keep your head tight.

by Rick Mitz

Rick Mitz is a cross between Peter Pan, Lassie, The Wizard of Oz, Sherlock Holmes, Sancho Panza, and you.

He is full of contradicting anxieties and nervous confusion. During the course of our interview, which lasted more than 21 years, he talked about everything from his college career ("I've majored in everything from journalism, English and humanities to nothing."), his writing experiences ("I'm really very talented, but I can't write."), his personal life ("None of your business.") to his reluctance to be interviewed ("I normally don't let anyone interview me—that's my game—but you look like an honest guy").

Rick, a senior at the University of Minnesota in Minneapolis, comes from what he terms "a sickeningly affluent suburb" in Milwaukee. He came to Minnesota "because it seemed like the logical place to go after Milwaukee." And where will he go next? "I dunno. Back to Milwaukee."

So, sadly waving good-bye to

his high school ("which I hated"), he came to the University of Minnesota where he got involved in student government for a year. Since then, he's been a writer and an editor for the Minnesota Daily and has lived in about five different apartments. "I get bored very quickly—with the same apartment, with the same job, with the same me. I tried to change things a lot so I wouldn't get tired of things. One day I'd wear a black suit and tie—like the day Bert Lahr died—and another day I'd wear one of my Salvation Army outfits. I change my underwear at least five times a day. I get bored with everything fast," he said, yawning.

"I don't know how to write," he replies when asked how he manages, once a week, to turn out columns—sometimes funny, sometimes touching, sometimes good, sometimes bad—that are published in college newspapers all over the country.

"I mean—well, I get an idea and then I let it sit there in my head for a while—anywhere from an hour to, to forever. And then just before the deadline I try to write it and usually can't, but I do anyway. Or I don't."

"Hey—why are you asking me all these questions? Are you from the CIA or something? Who are you?"

Not knowing how to answer these questions, I thought it

would be best to ask him who he is or was or will be or won't be. "Who am I? What kind of question is that? I'm whoever you want me to be. I'm sort of a cross between Peter Pan, Lassie, The Wizard of Oz, Sherlock Holmes, Sancho Panza, and You."

Rick describes himself as the typical-normal-average-token-student."

"I please everyone," Rick says. "My hair's just the right length. My grades are okay. I'm fairly productive. I look kind of clean-cut, and yet manage to look acceptably scruffy. I use deodorant, mouthwash, all the leading brands—the whole bit. I'm peripheral—I fit into all groups, and yet really don't fit in any. Adults like me. Little kids like me. Radicals think I'm 'Right on.' Conservatives think I'm okay, old ladies think I'm cute, policemen think I'm a credit. Everyone likes me."

"I don't like you," I told him, "if that makes any difference."

He smiled and looked at me. "Listen," he said. "I write this column, see. And you seem like a pretty interesting guy, you know? Maybe I could interview you sometime for the column. What do you say?"

"Sure. Yeah," I told him. "That would be okay."

"Great. Listen—I gotta run," he said, writing something on a slip of paper. "Gotta run downtown and buy a tennis sweater. Here's my phone number—call me sometime and we'll arrange something." And then he scooted off.

I looked down at the piece of paper. On it was a phone number—my phone number. I looked off in the distance and watched him run after a bus marked Downtown, his short legs flying as he ran, his hair—just the right length—blowing in the wind.

I kind of like him. He reminds me a lot of me.

Following is the first of a series of articles on drugs, their use and results. This series will be written by Portland Community College students who have been addicts and some who are now in the process of withdrawing. Our purpose is not to crusade, but to present graphically and accurately experiences of those who have been victims of this present day problem of the nation. We hope these presentations will give our readers an insight into conditions, thus enabling them to judge the merits or demerits of the drug usage.

Names of our writers are omitted, for obvious reasons. We vouch for the dependability of these articles. It must be added that none of these writers requested that his name be withheld. One of these who said that he spent \$150,000 on the habit added "how can you embarrass one who has been a 'hype' for 12 years and has been in jails up and down the coast for crimes committed in support of their habit."

I strongly feel that the discussion of drug use is a dif-

ficult topic to make any positive statements except in generalities.

Drugs are easily accessible in many forms and they can affect every person in many different ways.

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If you've never used hard dope I would say you're not missing much. You can bring yourself to

Steve Wetherell tries to overcome the only crisis to arise during the Diamond Lake Retreat last weekend—what to do with five pounds of missing hot dogs. On the whole the retreat came off very successfully. Organizers expressed their highest praise of Mr. Willard Aldrich, chaperone for the retreat.

64 per cent.

Many other drugs registered a low incidence of usage. The use of LSD and opiate derivatives was non-existent. Only 7.7 per

cent of the faculty have used amphetamines, and few use sedatives or tranquilizers to any great extent.

Surprisingly 23.1 per cent of the faculty have tried marijuana at least once, and 7.7 of the surveyed instructors have used hallucinogenic drugs.

Generally, faculty members felt that marijuana should be as available as liquor. When asked the proper extent of legal availability for LSD, most of the faculty answered that it should only be available for research.

The majority of the responding faculty expressed that they had observed persons under the influence of drugs on the CBC campus. When each faculty member was asked if he/she had been under the influence of drugs at CBC, 7.7 per cent responded yes, with 84.6 no.

Although many faculty members were seemingly aware of the prevalence of drug usage at CBC, 53.8 per cent felt that CBC did not have a drug problem.

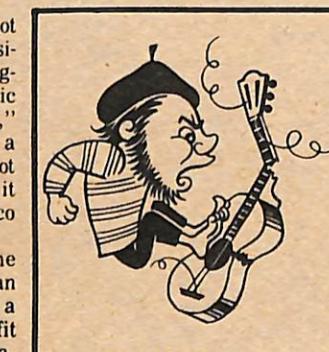
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CHRIS GRAY (number 30) shows the correct form for a layin. Chris was the only Timberman chosen for the All-Conference team.

### Athlete Of The Month

The Umpqua Timbermen may have lost a berth in the state play-offs with a late season slump, but Jim Williams put in herculean efforts for the Timbermen.

The last three games of the season Jim led the team in scoring and rebounding. Jim put in 28 points against the big men from SWOCC and scored 23 against Lane in the final regular-game season. In Umpqua's heart-breaking loss to Lane in Coos Bay Jim hooked his way to 29 points over high flying Willie Jones.

Umpqua has not seen the last of Jim either. He is still a growing freshman and if he starts out next year like he finished this year he will be one of the finest ball players to come from this league.



### Pinochle Champs

Jim West and Greg Miller took the championship in the UCC Pinochle Tournament for the second year in a row. They breezed to victory over Joe Reeder and Lenny Langley with a score of 1690-310. They then added insult to injury by "shooting the moon" on the last hand.

## Timbermen Have Winning Season

It all started on Oct. 15 and then ended on Feb. 24. It was a long hard road for the Timbermen of U.C.C. but the most successful season in the history of the college. Umpqua's basketball team was made up of a bunch of B, A-2 and average A-1 players. They took on the best and they won.

The team finished 18-8 on the season which was the second best record in the over all conference. That says a lot for the team when you look back and see that seven of the first eight games were on the road. This included a five day road trip to California with four games. You also see that the Timbermen had to play the top seven teams in the Conference in a row with the top five teams to play in eight days.

Umpqua had nothing to be ashamed of in the season. They gave their best and never said die even when things looked impossible. They gave their many faithful spectators their

money's worth by way of thrills in winning all but two of their home games. Umpqua also added to the thrills by winning, in a very exciting way, like by one and two points in the last few seconds of the game.

The team ended up third in the southern division of the league with a 10-5 record missing out on the state playoffs in a playoff with Lane for the right to go to Portland. In the playoff game with Lane UCC looked like they were leading most of the game and were only down by one in the last minutes of play. With six seconds on the clock and UCC down by one with possession of the ball an Umpqua player took a four foot shot, it was up and rolling around on the rim then it rolled off into the hands of a Lane player. The basket, had it been good, would have put the Timbermen up by one and in the tournament. However, the sun didn't shine on UCC and it was Lane winning in a way that had been the trademark of the

Timbermen all season.

A few players had their best seasons this year. Jim Williams did a bang up job for the Timbermen at a forward spot. He averaged 25 points a game in the last five games of the season and led the team in rebounding. Jim was never really handled by anyone in the league. Against Judson Baptist and its all-conference man Jim pulled down 21 rebounds. Then against SWOCC and their two all-conference men Jim scored 28 points. All in all, Williams was one of the best—just ask his teammates.

John Clarno is one of the best ball handlers in the league. One on one there wasn't a man who could stop him in the back court. John's late season scoring slump probably cost him a spot on the all-conference team.

Chris Gray, alias Banger, did another outstanding job this season, leading the team in scoring and is one of the tougher men on defense in the conference. Gray made the first team all-conference squad as the third man. He followed only Mike Rose from SWOCC and Kurt Steinseifer of Mt. Hood.

It was a long season for the Timbermen of Umpqua but a winning one. You can rest assured that the Timbermen will be back next season tearing the lid off of things. With a number of freshmen coming back, next year's team looks good.

This is the All-Conference

team of this season:		
Name	School	Votes
Mike Rose	SWOCC	79
K. Steinseifer	Mt. Hood	76
Chris Gray	UCC	61
Boyd Holm	Clackamas	50
Ray Struve	SWOCC	47
Brian Baker	COCC	47
Second Team		
Willy Jones	Lane	44
Bob Stanley	Mt. Hood	30
Terry Cornutt	Linn-Bent.	29
Mike James	Mt. Hood	26
Andrew Carter	COCC	24

### Umpqua To Play Host

U.C.C. will be the scene for the conference and region 18 golf meet this year. The course in Sutherlin will be utilized.

Coach Perkins feels that U.C.C. will make a good showing this year if his team is able to put their good games together.

Returning from last year's team are Chris Gray, John "Spiro" Clarno, Chris Cowbrough and Jim McDaniels. Two of the new additions to the team will be Gary Heeter and Bill Lesh, both graduates of Roseburg High School. Watch this paper for more news of the golfers, but little has happened since there are no colored golf balls in town and the white ones are hard to find in the snow.

## SPORTS

By JEFF WEAVER  
and MIKE HEATH

### Lost and Found

The following articles are in the Lost and Found in the campus bookstore: Dave Berucci, 1 peechee; John Blodgett, spiral back notebook; Eddie Harvey, Soils; Frank Gribble, Essentials of Forestry Practice; John Knight, Chemical Principles; Bonnie Cosby, peechee; Day Snyder, Forest Botany; Leon Markel, notebook; Donna Emel, notebook; Robin Cowbrough, Art and Civilization; Clayton Wells, Trigonometry; Clayton Wells, Chemistry and notebook; also other miscellaneous articles of clothing and books that have no names in them.

**73% of Young People  
Aged 14 thru 24 Read  
A Newspaper Yesterday!**

This . . . and a number of other important facts comes from a major new study conducted by Gilbert Youth Research. If you advertise and sell in this city, the Gilbert Study can show you how to do both . . . better.



### FOR EXAMPLE:

It shows that 42% of young men read car ads 3 times a week or more; that 74% of young women out of school read fashion news . . . and 81% read fashion advertising . . . 3 times a week or more.

### Learning To Read a Newspaper Is Part of Growing Up

As young people grow and acquire more responsibilities, like their own apartment, or marriage . . . and spend more to meet them . . . they read newspapers more.

\* 84% of young people with family incomes of \$10,000 or more read a newspaper yesterday. That's more than the 78% average for all adults.

\* 86% of young people who have married read a newspaper yesterday.

**Putting It Bluntly, Mr. Businessman . . .  
It Will Help You Make More Money If You  
Will Put Your Sales Message Where The  
Young People Read It...In The Newspaper!**